



# HONOLULU LIQUOR COMMISSION

QUARTERLY NEWSLETTER

## GROSS SALES REPORT DUE JULY 31

Just a friendly reminder that all licensees are required to complete and file a Declaration of Gross Liquor Sales report and make full payment no later than July 31, 2002 (either filed with the HLC or postmarked with the U.S. Postal Service). You'll find the report form attached to your new license. Please contact the audit section at 527-6275 should you have any questions.

## LICENSE REQUESTS

Effective Aug. 1, 2002, licensees or liquor license applicants should submit their license requests to the HLC Licensing Section at least three weeks prior to the event or required hearing. This includes requests such as:

- Temporarily extending an existing licensed premise
- Temporarily or permanently deleting a portion of the licensed premise
- Special License applications
- Catering applications
- Transient Vessel licenses
- Approval to employ a minor
- Outside Warehouse Permit

## HONOLULU LIQUOR COMMISSION TAKES MEDIATOR ROLE IN THE COMMUNITY

The Honolulu Liquor Commission takes an active role as a mediator between the community and its licensees. The Commission believes that mediation between licensees and the concerns of the community can ensure that a fair and balanced decision is reached in the end.

In the past, the Commission has performed the role of mediator successfully when it allowed both parties to explore several possible solutions regarding noise-related issues. For instance, after complaints

were received from neighbors, citations were issued to and Petitions for Non-Renewal were filed against a few licensees. In these cases, individuals, homeowner associations and neighborhood boards initially demanded license denial, revocation or non-renewal against these licensees due to excessive noise. However, because of the Commission's efforts to mediate and resolve the noise issue, these licensees and their communities found ways to solve the problem that worked best for both parties.

As a result of this cooperation and problem solving, the Commission commended these licensees and the community they belong to for proving that a community can negotiate and come up with solutions to a problem that serve a common purpose that benefits both businesses and the community.

## RESTRICTING ACCESS TO LIQUOR: CHECKING PHOTO I.D.s

*By: Chairman John Spierling*

The Honolulu Liquor Commission (HLC) has a solid record of adjudicating licensees who are caught selling or serving alcohol to a minor. In many of these cases, the selling of alcohol to a minor could have been avoided if a strong photo identification checking program was implemented by employers for their employees to follow.

According to the HLC's Training Specialist Alvin Akeo, an effective photo identification checking program is fundamental to restricting liquor access to patrons 21 years and older. An effective program merges leadership policy and staff procedures into a "top down" I.D. checking process.

As liquor licensees, employers should be responsible for developing and declaring their I.D. policy. For example, "We will check I.D.s on anyone who appears to be under 30 years of age."

Managers and supervisors should train servers on how to conduct photo I.D. checks and make sure the checks are done correctly and consistently. This monitoring of servers on the job is key to making

## THIRD QUARTER 2002



JEREMY HARRIS  
MAYOR

JOHN P. SPIERLING  
CHAIR

CLYDE J. EUGENIO  
CO-VICE CHAIR

CHU LAN SHUBERT KWOCK  
CO-VICE CHAIR

ORLANDO S. SORIANO  
COMMISSIONER

DENNIS ENOMOTO  
COMMISSIONER

WALLACE W. WEATHERWAX  
ADMINISTRATOR

**PHONE:**  
(808) 523-4458

**FAX:**  
(808) 591-2700

**WEBSITE:**  
[www.co.honolulu.hi.us/liq/](http://www.co.honolulu.hi.us/liq/)

**E-MAIL:**  
[liquor@co.honolulu.hi.us](mailto:liquor@co.honolulu.hi.us)

(OVER)

711 KAPIOLANI BOULEVARD, SUITE 600 • HONOLULU, HAWAII 96813-5249

Honolulu Liquor Commission  
711 Kapiolani Blvd., Ste. 600  
Honolulu, HI 96813-5249

sure the I.D. checks are being done. Very often, firm consequences for failing to check I.D.s are required to set the practice as part of the work routine. It is also a good idea to provide all servers with an I.D. Checking Guide.

The following are a few tips provided by Akeo to help with the checking I.D. process:

- **Get the I.D. in your hand.** Many servers are not asking for I.D.s from customers who are youthful in appearance. Asking for and receiving the I.Ds are the most important steps in the checking procedure. Nothing else works if you do not have the I.D. in hand. Accept the I.D. only - not the wallet, pocketbook or cardholder in which the I.D. is carried.
- **Compare the I.D. photo to the customer's personal appearance.** You are looking for more than a "passing" similarity between the photo and customer.
- **Scan the I.D. for tell-tale "red boxes" that state "UNDER 21 UNTIL (Date)."** Underage warnings are a gift, use them gratefully. Look for the red boxes and highlighting that are used to call attention to the I.D. holder's age. In many instances, under-21 I.D.s are printed vertically, in contrast to the normal horizontal format.

- **Calculate the customer's age correctly.** Many servers make mistakes in calculating the customer's age because they are going too fast. The server appears to be embarrassed that they cannot calculate the customer's age in 10 seconds or less. Take your time. Managers and supervisors must develop and teach a specific method for calculating the customer's age and make sure everyone does the calculation the same way, all the time. Adding 21 to the birth date, then adjusting for the specific month and day is a simple method.
- **When in doubt, ask for a second I.D. to verify information on the first I.D.** If a second I.D. is not available, or doubt persists, DO NOT SERVE THE LIQUOR.

### EMAIL IS HERE!

Future Honolulu Liquor Commission Newsletters will be available by email. To subscribe, please send an email to: [liquor@co.honolulu.hi.us](mailto:liquor@co.honolulu.hi.us). You can also view and print out this newsletter on the World Wide Web at: [www.co.honolulu.hi.us/liq/](http://www.co.honolulu.hi.us/liq/).

### A FRIENDLY FACE



Cynthia Doi

Cynthia Chi-Doi, a Hearings Reporter, is a familiar face for all those who have visited the HLC office. Cynthia's warm and friendly presence is certainly felt by the many small, yet

meaningful good deeds she performs around the office.

Everyday at 3:30 p.m., Cynthia goes to the front counter area of the office to announce that the "tow away" zone is going into effect on Cooke Street, giving HLC visitors enough time to move their cars. In addition, Cynthia has consistently gone above and beyond the call of duty, providing excellent and friendly service to countless licensees and servers.

Cynthia's good deeds do not stop at the HLC, she is continuously looking for ways to help people in her community. She has purchased books for a foster child she never met, she regularly assists a blind woman with grocery shopping, paying bills and other errands and she goes to the home of a visually impaired man to read to him and help him with his household duties.

Cynthia is an exemplary HLC employee and member of our community. The HLC is proud to have her as part of its team.

### HONOLULU LIQUOR COMMISSION QUARTERLY NEWSLETTER

For more information, contact the Honolulu Liquor Commission at (808) 523-4458, fax: (808) 591-2700, visit our website at [www.co.honolulu.hi.us/liq/](http://www.co.honolulu.hi.us/liq/), E-mail: [liquor@co.honolulu.hi.us](mailto:liquor@co.honolulu.hi.us), or stop by our offices at 711 Kapiolani Blvd., Suite 600, Honolulu, Hawaii 96813-5249. Hours of operation are from 7:45 a.m. to 4:30 p.m., Monday through Friday (registration and cashier closes at 4:15 p.m.)